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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

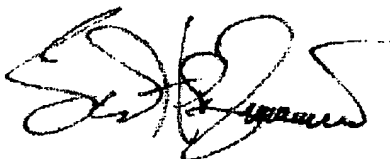
TITLE: "Advertising and Content Management Systems and Methods"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the centralized facsimile telephone number (571) 273-8300.

Scott P. Zimmerman

Name of Person Transmitting This Paper



February 20, 2006

Date of Transmission

AMENDNMENT

Mail Stop: Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests reconsideration in response to the Office Action mailed November 21, 2005. The Assignee respectfully submits that the pending claims distinguish over the cited documents.